<u>IN THE SPECIFICATION</u>

Please replace the paragraph beginning at page 12, line 25 to page 13, line 15, with the following rewritten paragraph:

[0037]   As a result, the real data about the site address and the display name is associated for each site with the secondary data obtained by the numerical conversion of the identification number, the site name, the category, the source, the area, the nickname and the like, in the database 40 shown in Fig. 8. That is, the site address of each site is associated with the secondary data obtained by the numerical conversion of the primary information about each site in accordance with the assignment relationship of Fig. 6, in the database 40. For the site of "Used Car Inoue" as an example, the URL "http://www.ino.jp" serving as the site address and the display name "Used Car Inoue" are associated with the identification number "31003," the site name "873322746683 (the value obtained by the numerical conversion of "Used Car Inoue"; the same shall apply hereinafter)," the category "46229/227/8733227," the source "46683," the area "67252" and the nickname "466." The data in the category field is divided using "/" because each of the divisions serves as the unit of search, and the same may be applied to other fields. For example, the site name may be separated by ~~spaces~~ <u>"/"</u> to provide "8733/227/46683." The numeral denoted as "Field:n" in Fig. 8 designates the field number specified by the operator "*n."

Please replace the paragraph at page 21, lines 14-20, with the following rewritten paragraph:

[0058]   When the user specifies "car" as the keyword, that is, enters and sends the numeric string "227," the inference part 38 infers the character string "car" from the numeric string "227," and the extraction part 37 searches the database 41 to retrieve a site associated with the information including "car." At this time, whether to count the information fully matching

the character string or the information partially matching the character string as a hit may be previously determined as a search operation detail in the search part [[32]] 37 or be made suitably changeable by settings.

Please cancel the original Abstract at page 32, lines 1-14 in its entirety and insert therefor the following replacement Abstract on a separate sheet as follows: